

## CLAIMS

1. A media purchase goal correlation system, comprising:

an advertising media purchase, said media purchase relating to a predetermined subject matter and being placed in either of movies, video, television,

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interactive television, radio and print media within a stated geographic area;

said media purchase including either of an Internet website address and other unique trackable identifier for accessing further information related to the subject matter of the media purchase;

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a first database, said first database containing records relating to the start date, end date, and stated geographic area for a plurality of media purchases; means for inputting and maintaining records in said first database; means for determining the geographic location associated with an Internet Protocol address;

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means for grouping said geographic locations into uniform stated geographic areas;

a second database, said second database containing records correlating Internet Protocol addresses of Internet users with stated geographic areas;

means for inputting and maintaining records in said second database;

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means for determining the Internet Protocol address of an Internet user accessing said Internet website address;

means for tracking the timing of Internet-related goals achieved by said Internet user related to his accessing said Internet website address;

means for accessing said second database and assigning a stated geographic area to said user's Internet-related goals;  
means for inputting the timing of occurrences of said Internet-related goals and assigned stated geographic area to said first database; and  
5 means for correlating and reporting the timing of Internet-related goals achieved by said Internet user with the start date, end date and a residual period for media purchases within said stated geographic area.

2. A media purchase goal correlation system as described in Claim 1, further comprising:

10 a media purchase effectiveness report, said effectiveness report comprising a media type, media name, stated geographic area of the media purchase, start date, end date, summary of Internet traffic originating in said stated geographic area between said start and end dates, and summary of Internet-related goals achieved for Internet users located within the stated geographic area between said start and end dates and during a residual period; and

15 whereby, said media purchase effectiveness report will permit a media buyer to correlate volume of Internet traffic and related goal achievement resulting from a media purchase in a stated geographic area.

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3. A media purchase goal correlation system as described in Claim 2, wherein said media effectiveness report is compiled continuously from the start date to the end date of the media purchase and for the residual period and is made available through the Internet,

whereby a media buyer may evaluate the initial and residual Internet-related impact of any media purchase.

4. A media purchase goal correlation system as described in Claim 1, wherein said Internet-related goals comprise sales, downloads, arrivals at specified web addresses, user data capture, sales lead generation, identification of dealer locations, viewing of specific text, viewing of specific images and receiving sound transmissions.
5. A media purchase goal correlation system as described in Claim 1, wherein the means for correlating and reporting the timing of Internet-related goals achieved by an Internet user with the start date, end date and a residual period for media purchases within said stated geographic area further comprises:
  - graphical representations of media purchases for specified periods for stated geographical areas;
  - graphical representations of timed occurrences of media goals achieved in said stated geographical areas; and
  - graphical representations of the correlation of said timed occurrences of media goals with said media purchase periods for said areas.
6. A media purchase goal correlation system as described in Claim 5, wherein the means for correlating and reporting the timing of Internet-related goals achieved by an Internet user with the start date, end date and a residual period for media purchases within said stated geographic area further comprises pattern recognition systems for

analyzing data yielding said graphical representations to produce a media purchase decision.

7. A media purchase goal correlation system as described in Claim 1, wherein the means  
5 for correlating and reporting the timing of Internet-related goals achieved by an

Internet user with the start date, end date and a residual period for media purchases  
within said stated geographic area further comprises:

baseline statistical reports of media goals achieved absent media purchases;

statistical reports detailing media goals achieved after media purchases; and

- 10 reports comparing baseline statistics to those resulting from media purchases in  
stated geographical areas.

8. A media purchase goal correlation system as described in Claim 1, wherein the means  
for correlating and reporting the timing of Internet-related goals achieved by an

15 Internet user with the start date, end date and a residual period for media purchases  
within said stated geographic area further comprises:

historical reports detailing effectiveness of media purchases in stated

geographical areas; and

means for comparing said historical reports to current media goal achievement

20 reports to determine differential effect of new media purchases; and

whereby, such comparisons are useful for predicting the effect of future media  
purchases.